

ABSTRACT

This study aims to analyze the influence of NCT DREAM as a brand ambassador on Somethinc's purchase decisions among fans. This research is motivated by the rapid development of the local cosmetic industry in Indonesia, which aligns with the massive K-Wave phenomenon, particularly K-Pop. Somethinc, as a local beauty brand, appointed NCT DREAM as its brand ambassador in January 2022. This collaboration generated high enthusiasm among fans, even causing Somethinc's and BeautyHaul's websites to crash, and a pre-survey indicated that 60% of respondents purchased products because of NCT DREAM.

The research employed a quantitative method with a causal approach. The study population consisted of NCT DREAM fans in Indonesia, with a sample of 100 respondents selected through accidental sampling and online questionnaire distribution on Twitter. Data were analyzed using simple linear regression, t-test, and coefficient of determination, after undergoing validity and reliability tests. The validity test results showed that all statement items were valid, and the reliability test indicated that both the Brand Ambassador and Purchase Decision variables were reliable.

The findings reveal that NCT DREAM as Somethinc's brand ambassador has a positive and significant influence on Somethinc's purchase decisions among fans. The coefficient of determination (R^2) of 21.7% suggests that the brand ambassador contributes 21.7% to purchase decisions, while the remaining 78.3% is influenced by other factors not examined in this study. This indicates that although the brand ambassador's influence is significant, purchasing decisions are a complex process affected by various factors. Academic suggestions recommend further research on specific brand ambassador dimensions or other factors, as well as an expanded population. Practical advice for Somethinc includes a comprehensive evaluation of its brand ambassador strategy and diversification of marketing strategies.

Keywords: *Brand Ambassador, Purchase Decision, Somethinc, NCT DREAM, K-Pop.*